

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

New Media Firm, The
1322 G Street, SE
Washington, DC 20003

Contract / Revision 966170 /		Alt Order # 06386915
Product VOTERS FIRST		
Contract Dates 10/23/12 - 11/06/12		Estimate # 1786
Advertiser Voters First		Original Date / Revision 10/22/12 / 10/22/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washington
Special Handling		
Demographic Adults 25+		
IDB#	Advertiser Code 369	Product Code 387
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	11/02/12	11/02/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
N 2	WLWT	10/26/12	11/02/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,800.00			
Week:		10/29/12	11/04/12	----1--				1	\$1,800.00			
N 3	WLWT	10/26/12	11/02/12	NBC Today Show	7-9a		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$2,000.00			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
N 4	WLWT	10/29/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00			
Week:		11/05/12	11/11/12	1-----				1	\$2,000.00			
N 5	WLWT	11/05/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$500.00			
N 6	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,100.00			
N 7	WLWT	10/29/12	11/05/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,800.00			

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<u>Contract / Revision</u> 966170 /		<u>Alt Order #</u> 06386915
<u>Contract Dates</u> 10/23/12 - 11/06/12	<u>Product</u> VOTERS FIRST	<u>Estimate #</u> 1786
<u>Advertiser</u> Voters First		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,800.00			
N 8	WLWT	11/05/12	11/05/12	6-7a news	6-7a		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,200.00			
N 9	WLWT	10/29/12	10/29/12	NBC Today Show	7-9a		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00			
N 10	WLWT	10/27/12	11/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$800.00			
Week:		10/29/12	11/04/12	-----1-				1	\$800.00			
N 11	WLWT	10/27/12	11/03/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----1-				1	\$1,200.00			
N 12	WLWT	10/28/12	11/04/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,200.00			
N 13	WLWT	10/28/12	11/04/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$5,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,500.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,500.00			
N 14	WLWT	10/25/12	10/25/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$2,000.00			
N 15	WLWT	10/25/12	11/01/12	12-1230p M-F news	12-1230p		:30			NM	2	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$500.00			
Week:		10/29/12	11/04/12	---1---				1	\$500.00			
N 16	WLWT	10/25/12	11/01/12	530-6p M-F news	530-6p		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$1,100.00			
Week:		10/29/12	11/04/12	---1---				1	\$1,100.00			
N 17	WLWT	10/25/12	11/01/12	6-7a news	6-7a		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$1,200.00			

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Advertiser	Original Date / Revision
Voters First	10/22/12 / 10/22/12

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Week:		10/29/12	11/04/12	---1---				1	\$1,200.00																																										
N 18	WLWT	10/23/12	10/30/12	11-1135p M-Su	11-1135p		:30			NM	2	\$4,000.00																																							
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Week:		10/29/12	11/04/12	-1-----				1	\$2,000.00																																										
N 19	WLWT	10/23/12	10/30/12	12-1230p M-F news	12-1230p		:30			NM	2	\$1,000.00																																							
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N 20	WLWT	10/23/12	10/30/12	530-6p M-F news	530-6p		:30			NM	2	\$2,200.00																																							
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N 21	WLWT	10/23/12	10/30/12	6-7a news	6-7a		:30			NM	2	\$2,400.00																																							
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Week:		10/29/12	11/04/12	-1-----				1	\$1,200.00																																										
N 22	WLWT	10/24/12	10/31/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00																																							
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N 23	WLWT	10/24/12	10/31/12	NBC Today Show	7-9a		:30			NM	2	\$4,000.00																																							
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Week:		10/29/12	11/04/12	--1----				1	\$2,000.00																																										
Totals											40	\$58,200.00																																							

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	16	\$22,900.00	\$19,465.00
10/29/12 - 11/05/12	24	\$35,300.00	\$30,005.00
Totals	40	\$58,200.00	\$49,470.00

Signature: _____ Date: _____

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